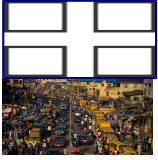




Nigeria



Prior to the 2007 elections, SCL's research showed that while voters expected financial incentives from politicians their overall disrespect for the political class meant that such incentives did not result in expected voting decisions. Armed with this insight, SCL advised its client party that rather than focusing on swing voters they should instead aim to dissuade opposition supporters from voting – an action that could be easily monitored. This was achieved by organising anti-poll rallies on the day of the election in opposition strongholds, many conducted by local religious figures to maximise their appeal to rural communities.



Head office

55 New Oxford Street, London, WC1A 1BS

elections@sclgroup.cc

We've worked with brands, political organizations and advocacy groups all over the world, and our methodology has been approved by the UK Ministry of Defence, the US State Department, Sandia National Laboratories and NATO.



© 2016 - SCL Group

- SCL Group
 - [Home](#)
 - [About](#)
 - [People](#)
 - [Careers](#)
 - [Worldwide](#)
- Commercial
 - [Home](#)
- Elections
 - [Home](#)
 - [Services](#)
 - [Research](#)

- [Analysis](#)
 - [Strategy](#)
 - [Infrastructure](#)
 - [Communications](#)
 - [Management](#)
 - [About](#)
 - [Projects](#)
- Social
 - [Home](#)
 - [About](#)
 - Services
 - [Research](#)
 - [Communications](#)
 - [Projects](#)
- Defence
 - [Home](#)
 - [About](#)
 - Services
 - [Consultancy](#)
 - [Training](#)
 - [Infrastructure](#)
 - [Projects](#)
 - [FAQ](#)
- Social Media
 -